

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Winston Lee		06/05/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Henry Hoang		
Street Address:	1439 18th Street #4		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85839100	TARTÉ	
Serial Number:	85839087	TARTÉ ASIAN YOGURT	
Serial Number:	85854072	TARTÉ	
Serial Number:	85853056	TARTÉ	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650-390-6429		
Email:	kuscha@legalforcelaw.com		
Correspondent Name:	Kuscha Hatami - Raj Abhaynker P.C.		
Address Line 1:	1580 W El Camino Real Suite 13		
Address Line 4:	Mountain View, CALIFORNIA 94040		
NAME OF SUBMITTER:	Kuscha Hatami		
Signature:	/Kuscha Hatami/		

CH \$115.00 85839100

TRADEMARK

Date:

06/19/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“**ASSIGNMENT**”) is executed on this 5th day of June 3, 2013 by Winston Lee a citizen of the United States, with a principal place of business at 1439 18th Street #4, Santa Monica, California 90404 (hereinafter referred to as “**ASSIGNOR**”):

IN FAVOR OF

Henry Hoang (hereinafter referred to as “**ASSIGNEE**”), a citizen of the United States, with a principal place of business at 1439 18th Street #4, Santa Monica, California 90404.

WHEREAS, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications pending with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks:

Trademark	Type of Mark	Serial No.	Date of Filing	Status
tarté	Trademark	85839100	02/01/2013	Response to non-final Office action has been entered.
TARTÉ ASIAN YOGURT	Trademark	85839087	02/01/2013	Response to non-final Office action has been entered.
tarté	Trademark	85854072	02/29/2013	Response to non-final Office action has been entered.
tarté	Trademark	85853056	02/18/2013	A non-final Office action has been sent (issued) to the applicant.

AND WHEREAS, Assignee desires to acquire an undivided fifty percent (50%) share in rights, titles and interests in and to the Trademark:

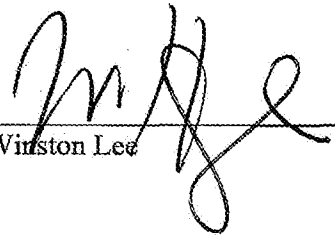
NOW, THEREFORE, for good and valuable consideration of \$100.00, agreed by the parties, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee an undivided fifty percent (50%) share in the rights, titles, interests in the above mentioned


Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR


Winston Lee

ASSIGNEE


Henry Hoang